

Medical Economics



February 1925

The after-effects of Illness are sometimes
more serious than the disease itself.

Keep well corked in a cool place. Shake the Bottle when
a precipitate settles at the bottom.

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accelerates Convalescence, restores
Energy and Vitality; and for over fifty
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MEDICAL ECONOMICS

The Business Magazine of the Medical Profession

H. Sheridan Baketel, A.M., M.D., Editor



Vol. II **Contents for February, 1925** **No. 5**

A PERFECT END OF THE DAY	Front Cover
Original Painting by Charles Ryan.	
THE PHYSICIAN'S COMMUNITY OBLIGATIONS	Page 7
Franklin W. Bock, M. D., Rochester, N. Y.	
THE MEDICAL CREDIT BUREAU OF ST. LOUIS	Page 10
Noxon Toomey, M. D., St. Louis, Mo.	
THE DOCTOR AND HIS INVESTMENTS	Page 13
Malcolm L. Hadden, New York.	
A PERFECT EXAMPLE FOR MEDICAL ADVERTISING	Page 16
ARE YOU YOUR HUSBAND'S PARTNER—MRS. DOCTOR'S WIFE?	Page 17
Mrs. Charles F. Heider, Sutherland, Neb.	
PUTTING "SPINE" IN THE DOCTOR'S BACKBONE	Page 19
THOSE INCOME TAX DEDUCTIONS	Page 20
COMBATting THE CULTS	Page 22
E. E. Lusk, M. D., Missouri Valley, Iowa.	
EDITORIAL	Page 24
So-Called Doctors. Sizing Up the Patient.	
PRECLINICAL MEDICINE—THE LIFE CONSERVER	Page 26
Edmund Lissack, M. D., Concordia, Mo.	
FINANCIAL DEPARTMENT	Page 30
CURRENT LITERATURE FOR INVESTORS	Page 34
THIS MONTH'S FREE LITERATURE	Page 38

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MEDICAL ECONOMICS

The Business Magazine of the Medical Profession

256 Broadway, New York

Vol. II--No. 5

February, 1925



The Physician's Community Obligations

Franklin W. Bock, M.D.

Rochester, N. Y.

FOR a number of years I have been rather deeply involved in the community life of my city. I have not thought that I was doing anything unusual, for I have only done the things I liked to do and in which I considered it my duty to take an active interest, and yet here I have been asked to write a story of my experiences which might point the way for some of the younger men to take an active and constructive place in the life of their respective communities.

When one finds himself in a difficulty like this it is quite the natural thing to blame as much as he can on his forebears and while I do not believe in this method of excusing one's failures or successes I will say that I come of a line of ancestors who have had a rather strong community ideal. They were imbued with the American ideal of co-operation long before they were able to earn their way out of Europe and make their home here in America, and when they did finally find themselves here they did not forget the ideals for which they came in search; they lived those ideals to the best of their ability in whatever position in life they were placed.

While I live far enough away from my European ancestors to

register no continental physical or social characteristics, I count myself fortunate that I have not yet forgotten the debt America owes to her European ancestors; I still have a profound respect for the men and women who tear themselves up by the roots and migrate to another country where they hope to realize those dreams of opportunity for which America has been the signal light for so many generations.

But whether one feels the push of ancestral traits or not, each one of us should early face the problem of his community obligations and decide the principals which are to guide his relations to his fellow men.

I am writing to physicians and may I not with propriety ask if the principles which should guide him in his community life are not measured by the ideal he has for his profession?

I admit that I have a slightly different ideal for my work than is common either among my fellow physicians or with the laity. I did not think it was different when I studied and worked and finally began the practice of medicine; but it was not long before I realized that my ideal and that whirl of conflicting emotions into which I was plunged were two entirely different spheres of thought and ac-

tivity, so different in fact that after twenty-five years I am not yet able to reconcile them; so different that I believe the highest ideals of the profession of medicine and the best health interests of all the people cannot be reached unless they are reconciled.

I took up the practice of medicine as a profession. Perhaps you will better understand just what I mean by that simple statement if I tell you of one of my minister friends, who seeming more interested in my material welfare than in my spiritual growth, remonstrated with me over the medical standards I was trying to maintain. He said, "You must remember that medicine is no longer a profession, but a business, and it is your duty to keep easy patients coming as long as possible so as to provide the financial means for carrying on this constructive preventive work of yours."

May I state very frankly that I believe that when one enters the medical profession for the sole purpose of making a living, he enters upon a distinctly lower plane, and yet I am very frankly agreed that the servant is worthy of his hire; but I have never been quite able to bring myself to view my profession as a profit-making opportunity. I have never exploited the patients who could pay on, on the principle that it is legitimate practice; so that I could afford to care for those who cannot pay. It has always seemed to me like an unwise, unsafe way of levying taxes and raising funds for social service. The fact is, that it is very largely a pretext for making excess profits which do not often find their way into legitimate channels.

Immediately one will say, "Why, you believe in socialized medicine."

Precisely, and why not? I believe the medical profession should be absolutely and entirely the servant of all the people; however, the people for their own best good should seek to conserve the best economic and social interests of the profession by studying out and

putting into operation some fair and equitable basis for such service.

This is one of the reasons for many of my activities, and I do not feel that we are very far from this very much to be desired change in our social status; nevertheless some one must keep educating the people and paving the way and personally I have tried by practice and precept to bring about a more constructive understanding between the profession and the people as to the real place medical practice should take in the community life.

If one has this view of his profession it is quite inevitable that he will do more and more in the way of community service, not only along medical lines but in other ways as well. It is quite probable that he may do more than his share; it is quite likely that at times he will chafe under the feeling that he is carrying unassisted a burden which should properly be carried by all the people.

It is very probable that this inequality of community service will continue so long as we operate under our present economic plan, for too few people feel any obligation to worry about the amount of community service any one physician is carrying at his own expense of time, strength and money, for the very simple reason that the people almost to a man believe that all doctors are rich; that when they pay a fee to a doctor there is always included an excess charge for the free service the doctor supposedly renders to the poor of the community.

Some one will deprecate the intimation that our medical men are laying too much emphasis upon the "business" of medicine; whether you like it or not, the fact remains and we may only retrieve our moral power and influence in the community by getting back to the great and fundamental ideal of our profession.

And what is the fundamental ideal of our profession? The conservation of health. Not the cure of disease—that is but an incident

Seeing Through a Brick Wall



The X-Ray is being utilized commercially to a considerable extent. Contractors and builders now find it possible to locate beams and studs by means of the fluoroscope.

Courtesy of the General Electric Co.

in our search and striving for the greater goal, the prevention of disease. Not only the conservation of the health of those who can pay, but of those who cannot pay as well; of all the people.

If one believes in this ideal for his profession it is inevitable that he will interest himself in the health of the community at large as well as of those individuals who come directly under his care.

He will exercise continuously the great prerogative of the physician, and teach and preach the gospel of prevention and conservation.

Surely we must cure; but we should never cure without enlightening our patient as to the ways of preventing a recurrence of his difficulty.

I am free to admit that socialized medicine for adults may still be far off, but there is every indi-

cation that it is very desirable that the whole profession actively and aggressively advocate the complete medical care of children of pre-school and school age as a community job.

It is because I believe that preventive medicine for children is a community obligation that I long ago started a clinic in one of our public schools for the prevention of deafness, as a demonstration of the fundamental value of this ideal. What will prevent deafness will prevent hundreds of other ailments in children.

I am still carrying, almost alone, the burdens of this community job but gradually and surely the people are beginning to sense the unfairness and illogic of one man being obliged to carry the burden of a work which is very definitely

(Concluded on page 36)

The Medical Credit Bureau of St. Louis

Noxon Toomey, M.D., F.A.C.P.

St. Louis, Mo.

Why not collect the money you earn? It can be done. Attest what St. Louis physicians are doing as related by the Secretary of the Bureau, who is also Secretary of the St. Louis Medical Society.

THE adaptation of banking to the particular needs of medical practice is the unique undertaking of the Medical Credit Bureau of St. Louis. The Bureau, the first of its kind, has developed interesting results that will be set forth, in the belief that similar organizations, if properly constituted and conducted, will prove valuable to the medical profession. A few city or county medical societies, have endeavored to carry on some of the undertakings engaged in by the Medical Credit Bureau. However, most of these efforts have proved inadequate and short lived. It seems that such matters as the collection of physicians' accounts and the maintenance of a credit rating service breed dissension in those medical societies that conduct such activities. From data at hand the writer infers that it is inexpedient for local medical societies to engage in such undertakings. For instance, no county medical society can afford to engage in the discounting of commercial paper. The latter function is the keystone of a rational and well rounded out credit system, and must originate in character privileges granted under the banking laws of the State in which the institution operates, or at least be subject to the latter if incorporated outside of the home State.

The Medical Credit Bureau partially originated in the efforts of

salesmen whose sole interests were, apparently, to sell to physicians, on a commission basis, an issue of stock in a plausible new enterprise. Fortunately, the professional indorsements sought by the salesmen at the outstart operated to weld together a voluntary association of prominent physicians, dentists, druggists, and business men. The first professional sponsors elected an executive committee consisting of twelve members, three from each group. Since the beginning the committee has met at least monthly, and frequently oftener. Sub-committees at times met almost daily. It was early manifest that indorsement of the Fiscal Agents (the commercial promoters) without supervision and control was decidedly detrimental to the interests of the Association. Consequently the committee, to protect the subscribers, had to take active control and outline purposes, policies, ways and means, and administrative methods. At first the committee operated through a succession of Fiscal Agents. It was found that the Agents either exceeded their authority or became involved in personal matters that were deemed by the Committee to be so compromising as to make a continuance of their services undesirable. After two fiscal agents were dismissed, the committee decided to function directly, the particularities being handled by an

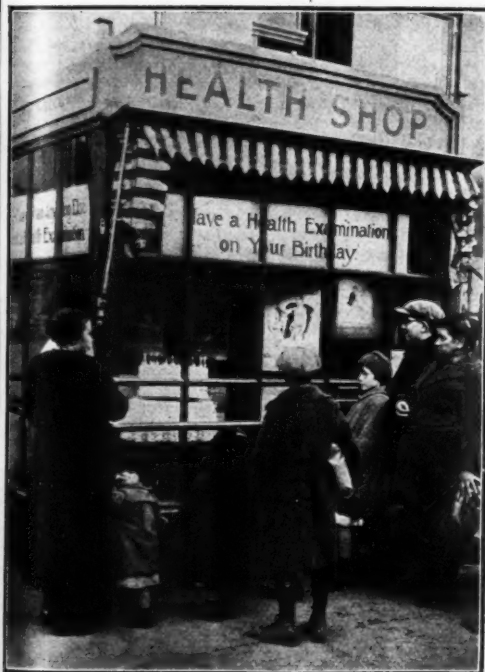
office manager subject to the immediate control of the Committee. Then the Association had to contend with incompetent managers. All except the incumbent were necessarily replaced in quick succession. Notwithstanding many tribulations and a certain dissipation of the Association's capital, the committee was, by November, 1923, enabled to secure articles of incorporation under the strict laws of the State of Missouri, with an authorized capital of \$110,000.

Capitalization and Membership

One-third of the physicians and dentists of St. Louis hold membership in the Bureau. Membership has been obtainable only by the purchase of stock, sold in

units of one share of seven percent preferred and one-half share of no par value common stock. The preferred is \$10 a share. To secure a wide distribution and to prevent speculative manipulation, not more than ten units were sold to a person, and the sale was limited to physicians, dentists, druggists, and hospitals. A minimum sale of four units has been maintained almost from the beginning. The average subscription was for six units at fifteen dollars a unit. It would have been better had the maximum been twenty units and the minimum eight units.

The stock outstanding amounts to \$62,050. It was sold on the basis of one-fifth cash at time of



P. & A. Photos

Health! For Sale

In line with the suggestions of MEDICAL ECONOMICS that the Medical Profession can and should advertise to the laity to promote the habit of periodic health examinations, are the efforts of the New York Tuberculosis Association.

In the windows of its Health Shop are displayed placards giving valuable health hints, while inside young and old are examined and detailed advice given.



subscription and the balance payable in monthly notes without interest. The first sales were made twenty months ago and in October, 1924, seventy per cent. of the amount sold has been paid for. Only three subscribers have refused to make the deferred payments agreed upon, but sixty per cent. of the subscribers have been quite delinquent in their deferred payments. After every reasonable consideration has been given the delinquents, the Bureau will sue on the unpaid notes. Had the notes been paid promptly, or had interest been charged, the Bureau would likely be in a position to pay a dividend at the end of the first year of operation.

Membership on the fee basis of \$20 a year has been authorized but not put into operation.

The Bureau is composed of 751 members, of whom 539 are physicians, 298 are dentists, and two are druggists. Three of our twenty hospitals hold memberships. Only a slight effort was made to interest druggists, as initial efforts did not seem to justify a continuance. Almost without exception, no membership was gained without a direct personal solicitation by a salesman. Almost all licensed physicians and dentists practicing in St. Louis, were called on at least once, as were physicians and dentists, in several towns within twenty-five miles of St. Louis. In all, twenty-five hundred physicians and dentists were interviewed personally. The number of calls amounted to seven thousand. Salesmen working full time averaged only eight calls a day. Ninety per cent. of the memberships were secured by two salesmen working individually. The two best salesmen found their commissions (averaging poor seasons with good) were barely sufficient for the needs of a man with family. The Fiscal Agents paid the cost of preliminary organization and were accordingly allowed the legal rate of twenty per cent. of the amount of stock sold. However, ten per

cent. of the commissions were retained by the Bureau until a final audit of the Agent's records and monetary returns was made at the termination of his services. This wise proviso enabled the Bureau to forestall the major portion of certain potential losses. Later, when the salesmen operated directly under the Bureau, they received (subject to the reservation above-mentioned) sixteen per cent. of the amount sold, and the Bureau paid the office expenses. The latter plan proved to be the better one for the Bureau.

Management and Co-operation

The Committee developed the Bureau for the purpose of providing the local professions (medical, dental, and pharmaceutical) with a mutual protection agency, as regards professional credit matters, and for the purpose of maintaining a collection and loan service that would enable the members to have their accounts collected at cost. No salaries are paid to the officers or to other members of the Directorate. The only salaries paid are to the Manager and his assistants. Net profits are returnable in their entirety to the stockholding members through dividends on the preferred stock and through the increasing value of the common stock.

The Committee of the Association never had more than ten members; at time of incorporation the number had diminished to the eight who became the first Board; three members being physicians, three being dentists, one a pharmacist, and one a business man. The Manager is not a member of the Board. The Manager, a lawyer, has under him a full-time force composed of one chief assistant, one bookkeeper, three stenographers, two file clerks, and six collectors. An assistant attorney is employed as circumstances require.

The co-operation from members has been very varied in degree

(Continued on page 42)

The Doctor and His Investments

Malcolm L. Hadden
New York

No. II

Choosing an Investment House

SOME one has defined the various efforts by which money is made to earn other money into three classes: gambling, speculation and investment.

While we do not propose to discuss at any length the first two of the above classifications we do believe that the doctor, generally, is interested in the third classification—investment, and that any helpful suggestions along these lines are always welcomed by him.

It would appear, therefore, that in considering any of the many factors affecting either favorably or unfavorably the development of a sound investment program none is so important to the individual investor as the selection of the right type of investment house.

Let us assume, therefore, in this article that our beginner is a young physician with a growing practice in a small city. He is a reasonably thrifty individual and begins to accumulate funds. Naturally, he wishes to secure the maximum return from these funds, consistent with safety, but he is shrewd enough to realize that he should avoid investing in anything of a speculative nature. Accordingly our young doctor decides in the beginning that he will stick to sound investments, bonds for first choice.

Having made this decision, how is he to go about the placing of his money? Until he has acquired a very respectable fund of investment knowledge and experience of his own, he will do best if he selects some investment house of high reputation and regularly makes his purchases through it,

rather than to rely upon his own judgment in picking out bonds from the many advertised offerings or from bond circulars which he is likely to receive in numbers as soon as it becomes known that he has entered the investment class.

If he does not know the reputation of the investment houses in his own territory he would do well to consult his local bank as to the standing of the various houses. Such an inquiry would eliminate any fly-by-night organizations and any houses of dubious reputations. A house which has been in business a great many years may well receive favorable consideration, as it is quite reasonable to assume that such a house, if it has enjoyed a normal growth, has presumably conducted its business on sound principles and may be expected so to continue.

A house but recently founded may or may not be building its business on a strong foundation. The older and more firmly established the house the more certain its customers may be that its recommendations are entitled to considerable weight. The shrewd investor will, therefore, make thorough inquiry as to the record of the various houses in his territory and avoid those whose record for enthusiasm for making sales is more conspicuous than their judgment of values.

The physician must also take into consideration the type of business done by the bond house. Does it carry a broad list of offerings or does it pursue the policy of concentrating its efforts on one

or two offerings at a time? Many firms carry from a dozen to fifty representative issues at all times, and from the list of such a house any investor may always be reasonably certain of suiting his investment needs.

At this point it may be well to state that many houses specialize in some particular class, such as municipals, public utilities or railroad bonds. In patronizing specialists of this sort the investor will do well to remember that diversification, *i. e.*, the minimization of risk by spreading one's investments over a wide field rather than placing one's funds in one business or industry is almost the first principle of investment. The enthusiasm of a specialist for his own particular type of bonds should not lead an investor to neglect this important principle.

Another matter to be considered by the prospective investor is the question of marketability. Does the house with which he proposes to deal co-operate with other houses in making its offerings, or does it normally play a lone hand? The bond issue which is distributed by a syndicate which includes a large number of houses will generally have a much better market than the issue which is distributed by one or two houses.

Another factor for the prospective investor to consider is the question of the proportion of stock business done by a house. While a large number of firms dealing in investment securities are members of one or more of the exchanges, it is generally accepted and understood in the security business that a house either specializes in bonds or stocks. There are as a matter

Financial Terms Defined

Callable Bonds

Bonds which may be called for redemption, *i. e.*, retired before compulsory maturity, as a result of the option exercised by the debtor, previously agreed to by the terms of the mortgage. Bonds are frequently issued subject to call, *i. e.*, redemption in whole or in part on any interest date upon proper notice. Because of annoyance to investors, the issuer exercising the right of redemption is usually forced to pay a premium upon redemption.

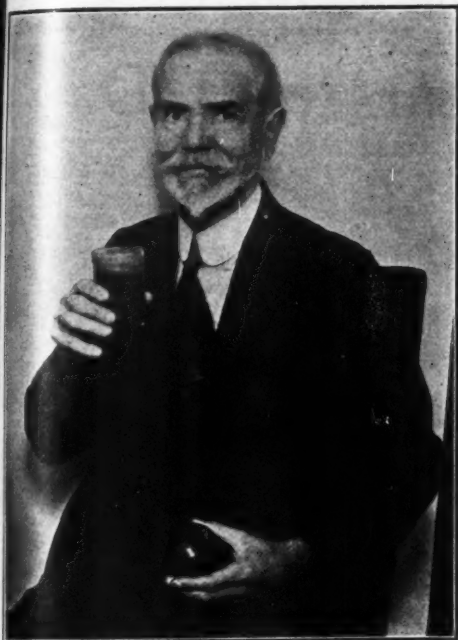
Coupon Bonds

Negotiable bonds not registered in the name of the owner as distinguished from registered bonds. Coupon bonds are payable to bearer, title passing by delivery without endorsement. Interest upon coupon bonds is received by clipping the attached coupons as they mature and presenting them for payment to the issuer, or the issuer's fiscal agent.

Fly-by-Night Corporation

A stigmatic term used with reference to a business organized to exploit a highly speculative, unsound or temporary venture and controlled by officers who have little or no moral or financial responsibility; a corporation having a shady personnel and which is not likely to succeed and therefore likely to be of short duration.

Rejuvenation by Fasting



Dr. William Z. Kumler, 65-year-old retired physician of New York City, celebrated the completion of a 21-day fast by taking a 12-mile walk. Dr. Kumler had a full beard, but he felt so rejuvenated by his fast that during his stroll, he stepped into a barber shop and had it trimmed to a Van Dyke. The doctor lost about 14 pounds in the three weeks. He advises others to follow his example, but only under the care of a physician. He is shown in the photo ready to eat an apple and drink orange juice following his fast.

P. & A. Photos



of fact a considerable number of firms which refuse to deal in stocks at all, not because common stocks in many instances are not perfectly suitable offerings for an investment house, but because the financial atmosphere, temper and training necessary to superior service in either class of securities has more or less separated the functions of stock dealing and bond selling. The emphasis which a firm places upon the stock side of its business might, therefore, very properly be examined into by the prospective investor, especially as to the record made by such stocks following their sale.

In conclusion it may not be out of place to say a word or two for

the investment dealer, or perhaps more correctly the investment banker. The latter in the fulfillment of his duties has a two-fold responsibility. He must serve both the producer and the investor. He must safeguard savings by directing their investments into enterprises which are sound and he must also aid the corporation, the merchant and the manufacturer by furnishing them with capital, to provide service and commodities that add to our comfort and prosperity.

Because of this dual responsibility of the investment banker, and the possibility that he may feel more responsibility toward

(Concluded on page 35)

A Perfect Example for Medical-to-Laity Advertising

100 Years to a Day

HOW wonderful it would be if our bodies were like the "one-hoss shay"—if we kept on going until we just collapsed from old age! What joy to live a life free from pain and illness, filled with pleasant activities and followed by a natural passing away—just the simple stopping of a worn-out horse!

Heart disease is another matter. Today more people die from heart disease than from tuberculosis or cancer or pneumonia. And many of them die needlessly. Heart disease is so little understood and so grandly feared! There has always been a touch whenever the deed words were mentioned—always an air of awe and mystery. The person who had heart disease was supposed to be doomed—with the sword of Democritus hanging by a hair above his head.

It was thought that nothing could be done about heart disease. Those who had it were afraid to exercise, afraid to work, afraid of this—afraid of that. Relatives watched with terror, ready to open the window or bring a glass of water.

But it need not be so. Heart disease is not the tragically incurable and unpreventable affliction it was thought to be.

Nature, in most cases, makes the heart strong enough to serve faithfully for a long life—there are few bad machines turned out of her work shop.

Day and night, year in and year out, this most wonderful machine in the world does its work. It has no rest, from the day you are born to the day you die. It has no time off for repairs—it knows no holidays and observes no union hours.

Soundly, steadily, second by second and minute by minute, this marvelous muscle contracts and expands—contracts and expands—pumping the blood all through

your body. More than 30 million times a year this action is repeated.



"Have you heard of the wonderful one-hoss shay?"

"That was built in such a logical way it ran a hundred years to a day. And then..."

All at once the horse stood still—
—Flew a shower, and then a thrill
Then something startlingly like a fall—

—What do you think the parson found.
When he got up and stared around?
The poor old shay in a heap or mound.
As if it had been to the mill and ground!
—It went to pieces all at once,
All at once, and nothing left,
Just an outline do when they built!"

We are grateful to Mrs. Howard Fisk and her family for their generous contribution to the Metropolitan Life Insurance Company. Their kind words "One-hoss shay" are a perfect example of the power of advertising.

Treat your heart fairly—protect it from the things that may injure it and you have little to fear. Heart disease has grown to such alarming figures as the greatest life destroyer in the United States, simply be-

cause people have not dealt intelligently with it.

Many damaged hearts can be made to do their work through proper rest and care. The heart has amazing recuperative powers and often will mend itself if given a chance. But even though you have some serious organic heart trouble, there is no reason why you should despair. Some of the busiest, most useful people in the world, are heart sufferers.

If you have heart disease do not lose hope. A noted heart specialist said: "The cases in which people drop dead from heart disease are comparatively few. If those with impaired hearts will follow the instructions of their physicians they can live practically normal lives—and will most likely die of something else."

Find out how to live so you will not over-tax your heart. Learn the kind of occupations that are safe for you. Let your doctor tell you what you may do and what you must not do. Exercise is often a part of the treatment of heart disease but your exercise must be directed by your physician.

A lot of people are suffering from imaginary heart disease. Don't try to decide for yourself. There is scarcely a sensation associated with heart disease which may not be caused by some other disorder. The most important thing is to live hygienically, to keep yourself strong and well, so that disease germs will have little chance to attack your body. When you are ill put yourself at once in your doctor's care and obey his orders.

Have your heart carefully examined after every attack of serious illness.

Aim for "A hundred years to a day."



Between 1910 and 1912 2% of the population of the United States, or more than 3,000,000 have organic heart disease.

Statistics show that cardiovascular trouble in every 50th has a serious heart defect. And one out of every 15, on suffering, die.

The annual death toll of heart disease in the United States is 150,000.

Prior to 1912 tuberculosis caused more deaths in the United States than any other disease. Since then, heart disease leads. The reason is that the death rate for tuberculosis has dropped, while the death rate for heart disease has remained almost stationary.

In the communities where people have learned how to fight tuberculosis, it

becomes less of a menace each year.

As fast as people understand what can be done to prevent and relieve heart disease, there will be not only a decrease in the number of deaths, but also a splendid increase in the number of lives completely unimpaired—from dependence and anxiety to usefulness and happiness.

HALEY FISKE, President.

Published by

METROPOLITAN LIFE INSURANCE COMPANY—NEW YORK

Biggest in the World, More Assets, More Policyholders, More Insurance in force, More new Insurance each year

No. 15

The Harvard Business School recently awarded a \$1,000.00 prize to the Metropolitan Life Insurance Co. on this advertisement as the most effective in its use of English. Recognition was given to Robert Lynn Cox, in charge of advertising, and Hawley Advertising Co., Inc.

A better example of how County, State and National Medical Associations can use advertising could not be found. Note how effectively this advertisement conquers the "fear element."

Are You Your Husband's Partner--- Mrs. Doctor's Wife?

Mrs. Charles F. Heider
Sutherland, Neb.

In many a family the wife is the more important three-quarters. In every physician's family she should be her husband's partner. Mrs. Heider gives a splendid idea of the assistance Mrs. Doctor can render her husband.

ARE you your husband's partner—really, truly “partner,” Mrs. Doctor's wife?

Do you help him all you possibly can in his chosen profession, which is undoubtedly the most exacting of all the professions?

If your doctor-husband happens to be a city practitioner, or a specialist, with an office attendant and perhaps a bookkeeper and stenographer thrown in, your assistance assumes more of a purely social nature, but if he is one of the thousands of hard-working, “all - hours - of - the - day - and - night” practitioners, as my husband is, there may be a good deal you can do to help him, which either has never occurred to you to try to do, or which you have said to yourself (and him), that you didn't have time to do.

As I have said, my husband is a small town physician and surgeon, with a territory included within a radius of about 25 miles in all directions, some of which is located in the treacherous sand-hill country. To make a 30-mile drive into the sand-hills and return home is an all-day job, and a particularly tiresome one, as any one who has ever driven in the sand hills knows.

In addition to his medical practice, my husband performs both minor and major operations in a small hospital in our own town. The surgical work calls for additional time, and if he has any

spare moments for rest, study, or recreation, they must be snatched between some of these various duties. And rest, study and recreation he *must* have. So where does the detail work come in, the necessary records, the bookkeeping, the statements?

We have read several splendid articles in MEDICAL ECONOMICS lately, stressing the importance of *monthly* statements, and the persistent “following up” of all delinquent accounts. The collecting end of the profession is a job in itself, and requires considerable time and work. It is all too true that the majority of the small town practitioners fail to conduct their business in anything like a business manner. They know it. They realize they could have more comfort, could have frequent vacations, could give their families the advantages they wish them to have, if they could only collect their hard-earned fees.

But the average general practitioner fails in this respect, principally, because he does not have the time to devote to it. No doubt he has a few leisure hours, but as a rule he's tired—he's worried—he's discouraged often over the apparent ingratitude of many of his patients, and he puts off this unpleasant business of collecting until he has more time. That time never comes. He needs some one to relieve him of this monotonous detail work, which is such an im-

portant phase of his business that it simply cannot be neglected if he hopes to have any "surplus" laid aside for those other days which come to us all.

In some instances it may be possible to employ a clerk for a few hours each week to do this work, but the arrangement is not generally satisfactory, chiefly because a doctor's work is of a confidential nature, and one often finds a trusted person has inadvertently disclosed something which the doctor's records revealed.

Who, then, is the logical person to help him? Who is more deeply interested in his success, financially and professionally, who more careful of her every word not to betray a confidence, than the doctor's partner—his wife?

Now, I don't *like* book-work, and I'm not blessed with any particular aptitude for such work. In fact, I have always dodged anything pertaining to "figures" whenever I possibly could. But we'd been married only a few months when I began to see where the weak link in our organization was, and I realized, too, that I was the one to strengthen it, and strive to carry on my end of the business as efficiently as my husband did his. At first he doubted my ability, but after working on the books together for a few months, in order to familiarize myself with the names, and so on, all the financial end of the business was entrusted to me, and I've done it, unflinchingly, almost religiously, ever since.

Yes, Mrs. Doctor's wife, I do this and all my house work, too, with the exception of my washing and ironing. And we have a baby not quite a year old, whose robust health testifies that I do not neglect him, either! Besides this, I manage to find time to attend and take active part in our local Woman's Club, to be Guardian to a group of young Camp Fire girls, and to be a companion to my hus-

band, whenever we are fortunate enough to be allowed a few undisturbed hours together. To be sure, it often calls for special effort to get my book-work all done and my statements out before the tenth of *every month*, but I do it. Many times I work late at night while my husband is out on a call and my little son sleeps, instead of reading a tempting new book. This month I have just completed and mailed about 250 statements, which represent many hours of work, and incidentally, several thousand dollars.

Has it paid—this partnership, sharing-the-work, idea?

Indeed yes!

Freedom from financial responsibility and worry has greatly relieved my husband's mind. He concentrates on his cases. He concentrates when he studies. He completely relaxes when he plays, as he never did before, with the undone book work constantly on his mind.

And it has paid from a financial standpoint, too. Our records show an actual increase of over 50 per cent. in our collections since we inaugurated our system. We are getting ahead. We not only live comfortably, but have been able to add a few substantial thousands of dollars to our inspiring savings-account each year. We are both young and ambitious, and plan for bigger things some day. And the best part of it all is, to me at least, that when that time comes, I shall truly share in the accomplishment of our goal—for have I not been a partner?

I do not write this with any spirit of "self-praise," or anything of that sort. But it occurred to me that there probably were other wives who felt, as I did, that something had to be done, and I hope that my experience may prove helpful and encouraging to them if they contemplate any similar action.

No bigamist can fool all his wives all the time.—*Exch.*

You cannot kill TIME
Without injuring ETERNITY

Putting "Spine" in the Doctor's Backbone

Physicians could be as good collectors as any other group of professional men, if they would. Regard the lawyer and blush. He gets a retainer before he touches a case, or he declines to be retained. The dentist is one of the best little collectors in the collecting business. And how about the architect, the engineer, and men of similar endeavor; people never think of attempting to "beat" their bills.

Why are we in a different position?

Read what a well-known midwest physician says on the subject in a personal letter to the editor.

"I HAVE read with pleasure, and with profit, your October issue of MEDICAL ECONOMICS, but I want to especially commend your editorial, 'Pride Goeth Before a Fall.'

"In the vernacular, you 'said a mouthful' in that editorial; and I hope every timid doctor in the country will read that editorial, pluck up courage and put some spine in his backbone.

"The laborer is ever worthy of his hire, and any doctor who is afraid to demand just and proper compensation for his services ought to quit the practice of medicine and take a salaried job. The low esteem in which the medical profession today is held by so many people is largely due to the spineless course pursued by the average physician.

"They take it that a doctor must be a poor business man as a matter of course, just as we used to take it that a baseball pitcher must be a light hitter; that if he could pitch, all else must be overlooked and forgiven. It never seemed to occur to people that the

combination of a good pitcher and a good hitter was just that much more of a run-getter. Likewise, the combination of a good doctor and a good collector is going to spell success in more ways than one; while the combination of a good doctor and a poor, timid collector, usually spells failure.

"The reputation of being a 'good collector' is one of the finest things for which a doctor in medical practice can work. There is absolutely nothing in the vain ambition of so many doctors to have the 'largest practice' in town; while this type of doctor tears up and down the roads night and day, burning up gasoline and also burning up his physical strength, the 'good collector' type takes in more good hard cash, does less work, perhaps, but does better what he does do; gets the cream of the practice in time, automatically eliminates the slow pays, the poor pays and the dead beats, and what is of equal importance, has sufficient time for rest, recreation and professional study.

(Concluded on page 36)

Those Income Tax Deductions

The income tax may be regarded as old stuff, but it comes around with painful regularity. Physicians are entitled to certain deductions, but many professional men seem unaware of some of them. There is being reproduced, therefore, a list of exemptions prepared for the ROSTER by a member of the Philadelphia County Medical Society and verified by an income tax official.

"1. Every individual must file a return on *net* income over \$1,000 if single, or over \$2,000 if married, or on *gross* income over \$5,000.

"2. Husband and wife may reduce classification and taxes to be paid by filing a joint return where their incomes are unequal, in other words, by striking an average."

Return must be filed on or before March 15th.

PROFESSIONAL DEDUCTIONS ON GROSS INCOME

Office Supplies.

Medicines and Dressings.

Stationery.

Daybook and Ledger.

Subscriptions to Medical Journals and Periodicals for Office.

Reprints of Papers Published in Medical Journals.

Gowns, Towels, etc.

Office Expenses.

Repairs to Office.

Depreciation of Office (about 2 per cent.).

Repairs to Instruments, Equipment, Furniture and Books.

Depreciation of Instruments, Equipment, Furniture and Books (about 25 per cent.).

Laboratory Expenses.

Professional Assistant.

Stenographer.

Nurse.

Attendants (Door and Office).

Office Rent (Proportionate if in Residence, or about 50 per cent. of overhead).

Fuel, Light and Water.

Telephone and Telegrams.

Postage, Express and Freight Charges.

Laundering of Gowns, Towels, etc.

Auto Expenses.

Interest on Money Borrowed to Purchase Automobile.

Auto Depreciation (about 25 per cent.).

Auto Insurance.

Auto License.

Auto Repairs.

Auto Supplies (including Gasoline Tax in Pennsylvania).

Garage.

Chauffeur.

Taxes.

Taxes on Real Estate.

Taxes on Club Dues.

Taxes on Opera, Theatre and Railroad Tickets.

Luxury and War Taxes on Clothing, Shoes.

Allowances.

Unmarried, \$1,000.

Married, \$2,500, on net income under \$5,000; or \$2,000, if net income is over \$5,000.

Bachelor or widower with dependent family, \$2,000 to \$2,500, the same as if "married."

Children under 18 years, \$400 each.

Dependents, any age, \$400 each.

Miscellaneous.

Dues to Professional Societies.

Travelling Expenses to Society

Meetings, including Board and Lodging.

Expenses of Professional Entertainment, including Receptions of Dinners or Luncheons.

Depreciation of Real Estate Owned and Rented (about 2 per cent.), but not on Residences.

Incidental Repairs to Real Estate Owned and Rented, but not on Residence.

Interest Paid on Money Borrowed (Debt, Note or Mortgage) except to purchase stock.

Interest on Liberty Bonds.

Interest on Bonds of State, County or City.

Dividends or Interest of Building & Loan Associations, not over \$300, from 1922 to 1927.

Dividends from Federal Banks.

Dividends from National Banks (Subject to Surtax).

Dividends Taxed at Source.

Bad Debts Crossed Off (Professional) (Not Allowed if Cash Income only is Reported).

Losses through Unpaid Loans or other Bad Investments (Non-Professional).

Losses through Casualty or Theft, not Insured.

Damages Received through Suits for Injuries or Sickness.

Proceeds Received from Accident, Health, Annuity, Endowment and Life Insurance Policies.

Contributions to Charitable, Religious, Scientific and Educational Purposes.

Gifts of Money or Property Received.

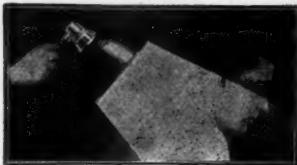
Bonuses to Employee (Xmas). Can charge off as wages.

Legacies of Money or Property Acquired.

Cause and Effect

"My dear fellow," said the doctor, gravely, "your rheumatism, as you call it, but which is really osteoarthritis, is caused by defective teeth; science has proved that fact. Now, let me see your teeth."

"All right, doc," murmured his patient, wearily, "hold out your hand."



BURNS

Radiant Light and Heat give excellent results in the healing of severe burns. The hyperemia induced by increasing local circulation, promotes rapid tissue repair, prevents sloughing and usually obviates disfiguring scars.

The results obtained with this simple harmless treatment will surprise and please you. Try the

Thermofite

Radiant Light and Heat
Applicator

Its rays are parallel and give maximum penetration. There is no focal spot to burn or blister even in prolonged applications. Remarkable heating effect is secured with minimum current consumption.

Used for years in Government and other hospitals and in private practice in the treatment of

Colds
Eczema
Erysipelas
Female Complaints
Lumbago

Neuritis
Rheumatism
Sprains
and many
other ills.

Why not try Thermofite on some obstinate case? Use coupon below.

Genuine Thermofites are branded. Look for the name on top of applicator. It is your guarantee of satisfaction.

COUPON

H. G. McFADDIN & CO.,
42 Warren Street, New York
Makers of Lighting
Devices for 50 years

Send items checked, C. O. D. If returned after 10-day trial, money will be refunded.

- () No. 0645 Applicator (8" diam.) without stand... \$10.00
() No. 0645 Applicator (8" diam.) with stand... 15.00
() No. 0670 Applicator (12" diam.) with stand... 30.00
() Send Free Literature



Name

Address

Combatting the Cults

E. E. Lusk, M.D.

Missouri Valley, Iowa

WE must follow twentieth-century methods if we are to win out against the cults. The continued existence of the medical profession and the welfare of the race depends on the outcome.

It is my pleasure to practice in a town of about 4,000 population in which are six active physicians, three osteopaths and two chiropractors. The doctors have been in practice in this town for from six to nearly thirty years, two of the osteopaths have been here about twenty years and the chiropractors have been here about two years. The latter advertise extensively, claiming to be able to cure practically anything at so much per dozen treatments.

The osteopaths have been liberal users of printers' ink, while the physicians have been afraid to do more than carry their cards in the papers. None of them, except the writer, even designates himself as an M. D., merely Dr. So-and-So.

For a number of years it has been my practice to write informative articles for the local papers on some phase of the work and achievements of the medical profession. Such as "The Body in Health and Disease" and "Small-pox" and the part which the medical profession has taken in the control and eradication of this plague. At another time the article was a discussion as to why certain people need glasses while others do not. Again it was advice to the expectant mother that was offered. At still another time some extravagant claims made through the local press by one of the osteopaths was discussed and an effort made to controvert them.

It is my opinion that the attitude of the medical profession in regard to advertising must be

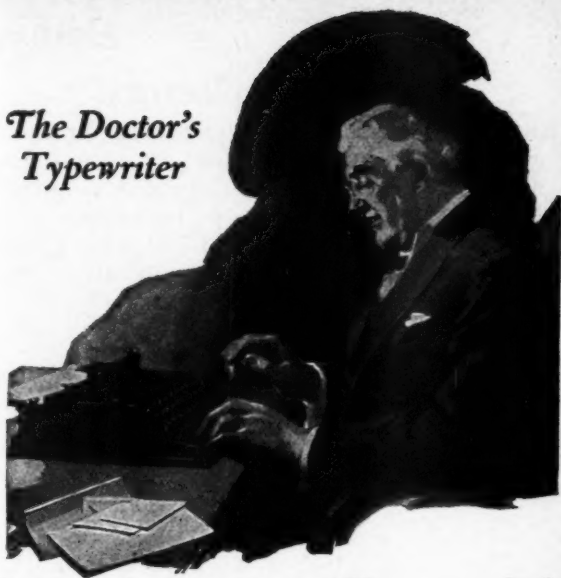
radically changed if we are to continue to function in the face of the wonderful claims made by the various cults and isms. Why should I, a Doctor of Medicine with the stamp of approval given by my Alma Mater, a reputable medical college, and licensed by the state to practice my profession, be obliged by the dictum of men who lived in a time when the present conditions surrounding the practice of the healing art had not been even dreamed of, to abide by a set of rules of conduct that are at the best an anachronism?

The public has been educated away from the idea that doctors should not advertise and they want to read in plain black and white what the man who professes in secret to be able to heal their diseases is supposed to be able to do. If a patient reads in the paper that Spine Puncher, the great chiropractor, can cure his aches and pains by administering a dozen punches, and turns the page only to find that B. Physic, M. D., has an office at 13 Blank Street, office hours 9 to 11 A. M. and 3 to 5 P. M., he goes at once to Spine Puncher, and B. Physic, M. D., twiddles his thumbs and wonders why he has to twiddle his thumbs so much these days.

We, of the medical profession, may as well face the music right now and get away from our 17th century custom of telling the Dear Public that we have an office and can be found in it at certain hours (if we are not somewhere else). We must learn how to tell them that we are real 20th century physicians versed in the knowledge of diseases and their cure, unless we are willing to sit supinely by and watch the cultists seduce our best patients. The day

(Concluded on page 48)

The Doctor's Typewriter



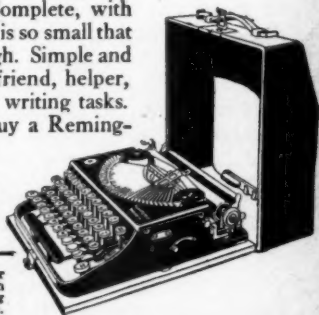
Remington Portable

*Equipped with keyboard containing the special
symbols used by the medical profession*

This is the machine for every doctor who needs a typewriter for personal use. Complete, with every big machine convenience, it is so small that it fits in a case only four inches high. Simple and easy to operate, it is the doctor's friend, helper, and time-saver in all of his many writing tasks.

Take any user's advice and buy a Remington Portable—the recognized leader—in sales and popularity.

Sold by over 5,000 dealers and Remington branches everywhere. Easy payment terms if desired.



Sign and mail this coupon and we will send you our illustrated "First Aid for the Busy Doctor" which tells you all about the many time and labor saving uses for the Remington Portable in a doctor's office.

Address Department 138

Remington Typewriter Company, 374 Broadway, New York

So-Called Doctors

SERIOUS accidents have resulted from the promiscuous use of the title "Doctor" by school teachers, druggists, clergymen and others who were mistakenly believed by sufferers to be physicians.

An article, "Doctor, A Misnomer," in a recent issue of *MEDICAL ECONOMICS*, has produced many letters commendatory of the author's remarks, to the end that the title of *Doctor* should be utilized only by medical men and dental surgeons.

Just how the physician can make himself known as a medical man has been more or less of a problem. Dr. Herman Goodman of New York has recently suggested that physicians might make their calling known by the utilization of a sign to read:

John Jones, M. D.,

Licensed to Practice Medicine and Surgery in This State.

He is of the opinion that if this plan were universally adopted it would aid the medical profession very materially.

The idea has been adopted by a Chicago physician and his letter paper now carries this heading:

"L. Edwin Barnes, M. D.,

Licensed to Practice Medicine and Surgery in This State

Specializing in Eye, Ear, Nose and Throat.

6860 South Halstead Street,

Chicago, Ill."

Another plan is to utilize the word "Medicinae" with the title "Dr.", preceding the physician's name.

This idea had its origin in Germany, but has not been followed in this country to any extent.

The editor recently received a letter in which he was saluted as "My dear Dr. Medicinae Baketel." On the letterhead of the writer were the words:

Dr. Medicinae Horace Fox

Bath National Bank Bldg.

Bath, Maine

There can be no mistaking one's profession if one will follow the methods adopted by either Drs. Barnes or Fox. With such a medley of quacks and laymen using the doctor's title we shall soon be compelled to employ a distinctive title.

Sizing Up the Patient

TO be eminently successful in practice it is necessary that the physician size up every new patient. Better still, he should size up the family of which the patient may be a member. Long observation has taught one physician certain fundamental facts in this particular application of psychology. He believes that:

1. The family which insists on sparing no expense, "Do everything you can without regard to the cost," in 50 per cent. of the cases will eventually repudiate the account or will always object very strenuously as to payment no matter how small or how just.

2. The patient who visits a physician and relates an experience of one or many metropolitan consultations has probably visited the large clinics or some of the groups in the big city. This patient expects to pay the physician a good fee. The ordinary fee will very often give the patient the opinion that the physician is an ordinary practitioner and confidence is likely to be lost by the patient on that account.

3. The voluble woman who tells the physician how highly he has been recommended and then proceeds to flay every previous consultant, will in due course of time dangle his scalp before the next physician consulted; more particularly if one agrees with her.

4. The greater the mileage between the physician's office and the patient, the more he expects of the physician. Usually these people are willing to pay pro rata.

5. The man who has been the rounds of all the irregulars and consults you, should be made to pay more than the ordinary fee or you will lose his respect, regardless of results obtained by them or you.

These statements are the result of experiences of a very successful mid-West practitioner and they are doubtless true whether the patient and the physician be East, West, North or South. The thoughts are well worth pondering.

Preclinical Medicine--The Life Conserver

Edmund Lissack, B.Sc., M.D.

Concordia, Mo.

A LARGE number of deaths in this country are premature. A large percentage of sickness is preventable.

At periodic intervals the prudent owner of an automobile has it overhauled by an expert.

A modern business man takes an inventory of his stock.

An up-to-date manufacturer has the machinery of his plant made 100 per cent. efficient.

Is it not just as wise and perhaps more important to have the human power plant overhauled from time to time? Periodic physical examination of all persons was recommended by progressive sanitarians more than half a century ago. The old idea was that the doctor's work was limited to sick people; that no one had any use for a doctor until he had contracted some disease and that the diseases which afflicted men and women were due to mysterious causes which could not be controlled. We know better now. Those diseases which, up to fifty years ago, were called plagues and pestilences are now regarded as preventable diseases.

Most people consult a physician on account of some ailment or accident, but as soon as they have recovered the whole disturbance is forgotten, unless the person be fortunate enough to employ a physician who will, on his last visit, sit down and explain how the recent illness probably happened, and how, in the future, a return of the trouble can be prevented, or what is to be expected in the way of later results unless proper care is taken.

"Patients and physicians," as called to our attention by Dr.

Haven Emerson, "have rather specialized in sickness and let the real job of keeping health go by on the other side of the street, in fact, have thought of health as just the absence of disease." Questions like these are now asked: Is health purchasable? Can the span of life be increased? How can medical men add years to a person's life? The answer: By what is termed a Periodic Health Examination.

What is the periodic health examination?

Generally speaking, it is practically the same complete examination as that made by every thorough physician and in every up-to-date hospital when a new patient comes in for diagnosis and treatment. Such examinations are not to be treated as hurry-up calls or an emergency job, but are to be made by appointment convenient for the doctor and the patient.

When such an examination is asked for a card is given with a lot of questions to be answered before the time of the appointment. Some of the points to be ascertained are: Disease incidences, both family and personal, sleeping, working and home conditions, digestion, elimination, worries and moods. These facts known, the examination of the eyes, teeth, throat, lungs, heart, abdomen, etc., is made and the weight, height and blood pressure and other conditions determined and everything recorded on the reverse of the above spoken-of card.

After the examination is completed a detailed report covering the condition and hygienic counsel on exercise, diet and corrective

(Concluded on page 28)

A Doctor's Appreciation of Shoe Comfort

DANIEL KRAVITZ, M. D.

354 So. 3rd St.,

Brooklyn, N. Y.

January 10, 1925.

Morse & Burt Co.,
410 Willoughby Ave.,
Brooklyn, N. Y.

Gentlemen:

I am writing this letter without any solicitation, to express to you my deep appreciation for the comfort and joy derived from wearing CANTILEVER SHOES. I have always experienced great trouble in getting shoes that actually fitted my foot. I have an extremely wide foot and narrow heel and no shoe seemed to have this combination. I always felt tired and fatigued.

Fortunately, I came across your advertisement in "Medical Economics," and thought I would try a pair merely out of curiosity, hoping against hope that I might accidentally find a shoe that could adapt itself to my foot. I have now worn your shoes for the past year, and I cannot say too much in praise of them; they have proven everything you have claimed for them. I have recommended them to my patients and shall continue to do so.

With best wishes for your continued success, I remain

Truly yours,

DANIEL KRAVITZ.

Cantilever Shoe

"Wonderful for Walking"

Preclinical Medicine---The Life Conserver

(Concluded from page 26)

living habits generally is given the person examined.

"The best thing about such a health examination," says Dr. Roger I. Lee, "is that it shows where a person is healthy." He states that it should fulfill three requirements: (1) Detection of organic pathology, to be followed by correction, compensation, or control of lesions; (2) detection of non-organic functional disturbances, to be followed by correction; (3) evaluation and classification of each individual as an entity, followed by directions as to suitable future activities.

Every person whose health has once broken down, everyone who has had typhoid fever, smallpox, grippe, acute rheumatism or pneumonia, everyone who feels that he is "below par," or has a high blood pressure or who has had a trace of albumen or sugar in the urine or an affection of the heart—every such person should be thoroughly examined, at least once a year.

Thousands of babies die annually before reaching their first birthday. Antenatal examinations of the mothers and prenatal examinations of the babies would save the large majority of these infants.

The idea is to catch a healthy baby, and by periodic medical examinations to keep it healthy, see if the growth in length and weight, the condition of the bowels, muscles and skin are normal and show the mother where she is succeeding, and where she is failing.

Every pregnant woman should have a complete physical examination made in pregnancy, preferably before the fourth month, and she should report at least once a month thereafter for advice, measurements, diet regulations, blood pressure readings, etc.

Many a mother consults her physician with her baby, still in the early weeks of life, but already so seriously diseased from conditions which were present in the mother before the child was born

that no help can be given. This only points to the need of having every expectant mother advised during her pregnancy. If this were done, the death of thousands of babies in the first months of life could be prevented.

Where parents and school authorities are playing the game of life fairly and squarely we have school inspection and health examinations. Every child is given the "once over" before entering school. These medical inspections in schools are just what is meant by health examinations and the purpose is to discover a child's strong points as well as its weaknesses, so that its routine may be adopted to its individual needs.

Thousands of people in middle life die "before their time." Why? Because some diseases, easily preventable, if noted in time, have become chronic before a physician is consulted.

Tuberculosis, in its incipency, can be arrested in many instances. Arterio-sclerosis and Bright's disease are often not discovered until the disease has sufficiently advanced to make the prognosis grave. Cancer, at the onset, can often be eradicated. Would not a periodic health examination permit a diagnosis in most of these conditions, with a good chance of a very low mortality?

Most of the defects of growth, of lungs, heart, eyes, teeth, etc., of children have their beginning in the years between 3 and 6. Such defects are usually never recognized in the early stages unless parents make it a habit to have a periodic medical examination made at least once a year.

Physical efficiency makes for endurance and success; it is the very keynote of modern life and has become one of the burning questions of the day.

Resolve not to be poor; whatever you have, spend less.

—Dr. Johnson.

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Physicians prescribe

NESTLE'S MILK FOOD

chiefly for its uniformity and reliability. For nearly sixty years this well-known infant food has fulfilled the requirements of the most exacting physicians.

Coupon for Sample and Literature

Nestlé's Food Co.
130 William St., New York.

M-13-B

Gentlemen:

You may send me, without charge, sufficient Nestlé's Milk Food for a satisfactory clinical trial.

Name

Street

City and State.....

Financial Department

The purpose of this column is to provide the physician-investor with reliable investment information and to help him in choosing sound securities that meet his requirements. Each month we will review briefly the financial situation and outlook and answer several questions of general interest on investment.

DEVELOPMENTS since the beginning of the year have further confirmed the prevailing confidence in the soundness of the current business expansion. Steady progress in trade and industry has been made, and in the stock market speculation has for the third month in succession exceeded all previous records. To these items there may well be added the important fact that wholesale prices continue to rise and the latest figures are the highest recorded since 1920, although still very far below those reached early in that year.

Continued expansion in the output of iron and steel, and the unusually large increase in the unfilled orders reported last month by the United States Steel Corporation are significant indications of the trend in the basic industries. The building industry remains unusually active for the winter season, car loadings still exceed the figures of a year ago, and foreign trade continues on a large scale. The year's exports of \$4,588,000,000 exceed every other annual total since 1920.

In the automobile industry the outstanding event of the month has been the sweeping reductions in closed car prices by the Packard and Peerless Motor Car Companies. These price revisions follow smaller cuts in the price of such cars as Hudson and Essex and still smaller but important

ones by Ford. These developments appear to indicate that despite higher wage scales and increasing costs of materials, competition in the automobile industry will be keener in 1925 than ever before. Unquestionably further price adjustments will follow with the inevitable result of producing more unsettlement in the automobile industry.

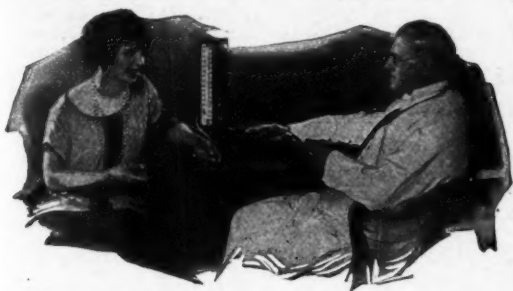
In Europe the general situation as regards business and industry improved substantially during the

year 1924. In Great Britain the roll of the unemployed was reduced considerably, largely through the gains made in the textile industry. In the iron and steel industry there are many indications of the approach of better times. In France the industrial situation continues

highly prosperous and a heavily adverse trade balance has been converted into a highly favorable one in the short space of one year. Financially, France continues to be embarrassed by the enormous task of reconstruction which she has been obliged to meet by bond issues bearing high rates of interest. However, to indicate the progress being made it is only necessary to state that the annual governmental deficit of over 23,000,000,000 francs in 1919 has been steadily reduced until in 1924 it amounted to approximately 4,000,000,000 francs. The country furthermore is now in much better

Upon request, information concerning investments will be furnished to readers of MEDICAL ECONOMICS. We will not answer questions regarding purely speculative issues. Address all inquiries enclosing a stamped envelope to the Financial Editor, MEDICAL ECONOMICS, 256 Broadway, New York, N. Y.

(Concluded on page 32)



"Oh, Doctor, that's fine! But are you *sure*? The other doctor said, — — —"

"Yes, I am *positive*. My instrument—the Baumanometer—is absolutely accurate!"

And what a relief it is both to your patient and yourself. No lingering doubt—no puzzling contra-indications. Other bloodpressure instruments which vary as much as 20 or 30 mm., give no warning when they are out of adjustment—nor can you tell how much "off" they are.

"Bloodpressure diagnosis unreliable?" You never hear Baumanometer owners say so—and their number is legion! The accuracy of the

Baumanometer

"STANDARD for BLOODPRESSURE"

is perpetually guaranteed. The choice of most leading internists, colleges and hospitals, it will serve you as faithfully as it is serving them.

Desk, Kit-bag, Pocket, Wall and Cabinet Models
carried in stock by your dealer

Write for Instructive Booklet G—It is Free

W. A. BAUM CO., Inc.

100 Fifth Avenue, New York

THE VALUE OF *Light Therapy* IN THE TREATMENT OF RHEUMATISM



STEIN-O-LITE

Pronounced hyperemia, together with augmented tissue oxidation and elimination, induced by the action of Stein-O-Lite, is of great value in the treatment of rheumatism and neuritis. Its beneficial action gives more rapid and lasting relief due to the diminishment of congestion and nerve sensibility, and there is no risk of undesirable after effects.

The effectiveness of Light Therapy is dependent upon the construction of the lamp. The therapeutic action of Stein-O-Lite is obtained by the segregation of the infra-red rays, with a parallel diffusion by patent reflector which prevents the focusing of the rays and eliminates the danger of burning.

The range of conditions under which Stein-O-Lite operates beneficially is indicated by its acceptance for the treatment of Myalgia, Cystitis, Dermatoses, Mastitis, Phlebitis, Periostritis, Abscesses and Bolls and Catamenial Irregularities.

Procure Stein-O-Lite through your Regular Surgical Supply Dealer. The Price is \$12.00.

You will find "Therapeutics of Heat and Light" an interesting and informative book. Sent free of charge on request.

Name

Address

Surgical Supply Dealer's Name

J. Sklar Manufacturing Co.
133-142 Floyd St., Brooklyn, N. Y.

ter condition to pay taxes than heretofore. In Germany conditions are so far improved as to give assurance that the budget is under control and the currency stabilized with the consequent result of providing the industry of the country with a solid foundation upon which to work.

January 30, 1925.

Financial Questions and Answers

Kingdom of Netherlands Bonds.

QUESTION: If you wished to make a safe investment of a doctor's hard-earned \$1,000, would you advise Kingdom of Netherlands 30-years 6 per cent. gold bonds due in 1954?

M. L. R.

ANSWER: For the investment of \$1,000 we believe one could not do better than to buy a Kingdom of Netherlands 6 per cent. gold bond due in 1954 about which you inquired in your letter. This foreign field seems to us to offer some of the best investment opportunities today and the Kingdom of Netherlands bonds are among the safest in the foreign list.

Federal Land Bank Bonds.

QUESTION: Salesmen at various times have offered me Federal Land Bank bonds to yield in the neighborhood of 4.60 per cent. Are these a sound investment? To what extent are they backed by the Federal Government?

G. T.

ANSWER: Federal Land Bank bonds are entitled to a high investment rating and are suitable for practically all investment purposes. These bonds have been pronounced by the Supreme Court as "instrumentalities" of the Federal Government. They are exempt from income tax. The Federal Government is not actually obligated in any way except it be morally to pay interest or principal on these bonds in the event

(Concluded at bottom of page 34)

**ENCOURAGING PANCREATIC
EFFICIENCY COMBINING SPEED OF
ACTION WITH DEFINITE RESULTS**

IN CONDITIONS WHERE DEFECTIVE
METABOLISM IS A FACTOR IN CON-
STIPATION AND INTESTINAL STASIS

RAYMINOL

(DOYLE)

A UNION OF

**LIQUID PETROLATUM
MAGMA MAGNESIA
AROMATIZED RHUBARB**

AND OTHER
VALUABLE INGREDIENTS

PANCREATIZED

LOGICALLY AND THERAPEUTICALLY
SUGGESTS ITSELF AS A PERFECT
INTERNAL CLEANSER-LUBRICANT AND
INTESTINAL DIGESTIVE

Certain in Action—Pleasant in Taste
Non-Disturbing in Effect

**KINDLY NOTE:—RAYMINOL (DOYLE) IS POSITIVELY
AND REMOTELY DISTINCT FROM ALL MINERAL OIL
EMULSIONS SO CALLED.**

WRITE FOR FREE BOTTLE

**PHAIRMOUNT LABORATORIES
HACKENSACK, NEW JERSEY**

Current Literature for Investors

The booklets listed below contain investment information relating to bonds. Check the booklet or booklets desired and send page to Financial Department, "Medical Economics."

For Buyers of Bonds—This handsome brochure, compiled by one of the largest banking houses in the country, will appeal very strongly to investors. In it are described their methods of purchasing and distributing bond underwritings; the various services available to their clients and many other matters of interest to the bond buyer.

Investment Suggestions for 1925—This booklet describes in detail some current issues of first mortgage real estate bonds offered by one of the oldest established houses in this field of the investment business.

The Strength of the Utilities—Man's progress can be measured in large part by his understanding and control of the forces of light, heat and power. How great the security is behind public utility investments is interestingly told in this booklet.

Building the Bond—The question often asked of this old established real estate house, "How do you make your loan?" is answered in detail in this booklet. Real estate bond buyers will find it highly readable.

The Secret of Financial Success—A booklet of an inspirational nature which should be of interest to those building for the future.

Guaranteed Bonds—This booklet presents the story of a bond

which besides having all the essentials of a sound investment carries the further guarantee of the house issuing it.

The Why of 7% in the South—Splendid opportunities for investment are presented in first mortgage real estate bonds secured by income producing property in solidly established southern cities. This pamphlet will be of interest to those who are not overlooking opportunities for investment in this field.

Four Distinguishing Marks—Is the title of an interesting booklet offered by one of the oldest real estate mortgage houses in the country. In this booklet are described four methods of checking up the soundness of a real estate bond.

Investment Guide for 1925—A booklet which describes the history and services available to clients of the oldest first mortgage banking house.

Buying Bonds by Mail—The business of distributing bonds and other investment securities by mail has become nation wide in extent. This booklet describes the procedure of buying bonds by mail.

Investing at Various Stages of Life—As the title indicates this pamphlet discusses the type of investment suitable for investors at various ages.

(Concluded from page 32)
that they be in default. However, all of the twelve Federal land banks are liable under the bonds issued by any one of them and we

can see no reason to be concerned in regard to the security back of them as such security is made up of mortgages placed on a very conservative basis.

Choosing an Investment House

(Concluded from page 15)

the corporation than the investor, the latter should take some pains to see that his interests are properly served when he goes to him. At the very start he should make clear to the banker the degree of safety he desires in his investments, or in other words, the amount of risk he is willing to

take with his money. The investor who thus reveals his financial situation and problems frankly to the experienced and reputable investment house is much more likely to fare better than the inexperienced investor who withholds this information.

Title of article in March issue: "Diversifying One's Investments"

RESTFUL SLEEP Without "HANG-OVER"
follows the administration of

DIAL, "CIBA"

an effective, reliable and safe sedative and hypnotic. Exerts no narcotic action. Requires no narcotic blank.

Issued in tubes of 12 ($1\frac{1}{2}$ grain) tablets—also in 100s, 500s, and 1000s. Powder in 1 oz. bottles. Liquid in bottles of 15 c. c. Each c. c. equals 1 tablet. In ampules each containing 3 grains, in cartons of 5, 20 and 100.

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Please send sample and literature of DIAL, "CIBA."

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LOESER'S INTRAVENOUS SOLUTIONS
CERTIFIED

Complete information on Intravenous Therapy, including "The Journal of Intravenous Therapy," will be sent on request.

New York Intravenous Laboratory

Producing Ethical Intravenous Solutions for the Medical Profession Exclusively
100 WEST 21st STREET, NEW YORK

The Physician's Community Obligations

(Concluded from page 9)

an obligation of the whole community, and when they fully sense the ideal back of this individual effort, complete and comprehensive medical service for all children will be an assured and accomplished fact and the medical profession will begin to live its real ideal.

Could any service be of more constructive value to the community than conserving the health and happiness of the children? Could the physicians of the community put their thought and energies to any service which would better demonstrate their ideal for their profession, their ideal for America?

A comprehensive preventive medical service for children cannot be successfully operated under our present system of private practice.

Inasmuch as our children are not "objects of charity," it should not and cannot be accomplished in

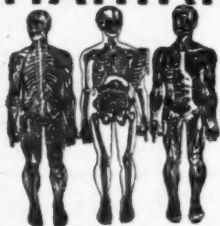
the so-called free clinics. Only as a well-organized and financed job of all the people can we achieve our ideal of a nation of healthy children.

This is why I am interested in community medical service. No commendation is necessary; the satisfaction one gets out of it is quite sufficient. Of course, it doesn't pay. I can make more money in a couple of trades in which I could qualify. But some day some one who follows after me will be liberated from economic worries by being paid a fair salary to keep all the children well.

Preventing deafness, preventing any other physical defect or handicap is a heap sight more fun, and cheaper and easier than trying to cure them. Perhaps it is the fun one gets out of it that keeps one trying to pave the way for a better day for the children. Why can't the whole profession get into the game?

PILZ

ANATOMICAL MANIKIN



Life Size 5' 5" high; 455 parts; 30 folds. Female (with obstetrical supplement) \$18. Male \$15; Sexless \$15. Sent C. O. D. or on receipt of amount. Satisfaction or money back guaranteed. Write for FREE Booklet.

AMERICAN THERMO-WARE CO., Inc.
B16 Warren St., New York, N. Y.

Putting "Spine" in the Doctor's Backbone

(Concluded from page 19)

"I thing MEDICAL ECONOMICS' slogan might well be 'Monthly statements by every doctor to every patient.' Courage is all the doctor needs to collect his bills. Extend credit only to those who justify that credit by prompt payments; do not permit strangers and those of unknown or doubtful credit to 'get in on you,' and 'dun' every debtor patient every month promptly. 'Dun' some 'slow pays' twice a month. The kind of patients who are 'insulted' by a statement from the doctor are the kind as a rule it is best to let the other fellow treat, and not weep because such patients do not longer bother the 'good collector.'

"Business matters in a business way' should be the guide rule of every doctor."

Words of wisdom, in truth, say all of us.

"ECO"

Pronounced "Echo"

**The Distinguishing Name of
Good Clinical Thermometers
and Hypodermic Syringes
and Needles. Made at Nash-
ville, Tenn., by Eisele & Com-
pany. Sold by Many Good
Surgical Instrument and
Drug Dealers.**

This Coupon Contains Introductory Offer

.....

We will send any physician—C. O. D. direct or through his dealer—at \$4.00 the following introductory assortment of ECO Thermometers, Syringes and Needles: 1 ECO 60 sec. Self-Sterilizing Thermometer (\$2.75); 1 ECO 2 c. c. Glass Syringe (\$1.25); 12 ECO Steel Needles in Sterile Containers (\$1.50).

Name.....

Address.....

Dealer.....

Eisele & Co., Nashville, Tenn.

This Month's Free Literature

The brief paragraphs on this page are designed to keep busy physicians informed about useful literature and samples offered by manufacturers of instruments, appliances and pharmaceutical products. Our readers are requested to mention "Medical Economics" when writing the manufacturer for this literature.

The marked advances made in recent years in the study of the heart and cardiovascular system have been set forth in a scientifically prepared booklet entitled "*The Heart and Its Disorders.*" In thirteen short, meaty chapters the writer has presented a considerable amount of matter on cardiac disease, its physiology, etiology, diagnosis, prevention and treatment.

A copy of the book can be obtained by physicians by writing the FELLOW'S MEDICAL MANUFACTURING Co., manufacturers of "*Fellow's Hypophosphites,*" New York City.

* * *

"*The Architecture of Mankind*"—a little booklet describing the Pilz Anatomical Manikin, gives a splendid description of this wonderful creation for the study of the entire body. A miniature cut-out in the front of the book gives one an idea of the life-size figure, but cannot show its many unfolding parts. Write AMERICAN-THERMOWARE Co., 16 Warren St., New York.

* * *

"*The Ultimate Carbohydrate,*" is the title of a booklet showing the nutrient value of dextrose, what it is and what it will do. This monograph can be obtained without cost by addressing the CORN PRODUCTS REFINING Co., New York City.

* * *

"*Progressive Medicine*" is the title of a bright little journal is-

sued monthly by the DRUG PRODUCTS Co., Long Island City, N. Y. It is intended as a practical aid to the practitioner and is filled with useful suggestions. The doctor who is interested in increasing his income will want to receive this publication regularly, and the only cost to him will be the two cents he expends for a stamp to notify the company of his desire.

* * *

The story of ligatures and sutures is related in an interesting brochure published by BAUER & BLACK, Chicago. It shows the whys and wherefores of manufacturing, and demonstrates why these commodities have been in popular favor so long. Write the firm for a copy, if you use ligatures and sutures.

* * *

Reading a booklet on "*Collene*," recently put out by THOMAS LEEMING & Co., 130 William Street, New York, reminds one of an old-fashioned experience meeting. Scores of doctors from all parts of the country come right out and tell about the clinical advantages of *Collene*. A post card will enable you to know what your fellow practitioners think of this drug.

* * *

Chinosol is the non-poisonous antiseptic of which the late Dr. John B. Murphy said: "I feel that there is no other substance that fills the place of Chinosol as an antiseptic."

The great surgeon was not alone

(Concluded on page 40)

Rx IN CORYZA, LARYNGITIS, LA GRIPPE, INFLUENZA **PINEOLEUM**

One-half dozen new Pipet packages, or \$1.00 Improved, Nickel-plated Rubber Bulb, Oil Nebulizer, free on request

The Pineoleum Company, Dept. ME, 52 West 15th St., New York City

Post-Operative Constipation

often causes extreme suffering and jeopardizes the efforts of the most skillful surgeon. The anesthetic, the shock of the operation, and in many instances the use of drastic cathartics before the operation, often produce almost complete paralysis of the bowel muscles. Peristalsis ceases and the fecal retention that follows, with the incidental formation of gas, invariably gives rise to severe pain and distress.

To avoid post-operative paresis and gas formation, AGAROL COMP. has been found invaluable. Given regularly a few days or a week previous to an operation, and its administration resumed as soon thereafter as circumstances permit, it may be confidently relied upon not only to produce evacuations without pain or distress, but to prevent the bowel sequelae and complications of surgical operations as no other remedy can.

REMEMBER—Agarol is the original Mineral Oil—Agar-Agar Emulsion, and is perfectly stable, odorless and palatable.

A liberal supply for testing AGAROL will be sent on request.

WM. R. WARNER & CO., Inc.

Manufacturing Pharmacutists since 1856

113-123 West 18th Street,
New York City

THERAPEUTIC SERVICE

of a distinct and positive nature in "colds, bronchial catarrh, influenza," etc., is rendered by

Morrhuel Creosote (Chapoteaut)

a palatable combination in capsule form of the active principles (Morrhuel) of a high grade Cod Liver Oil with medicinal Creosote.

MORRHUOL tends to re-
(3 min.) store the depleted tissues and to reinforce the general nutritive powers.

CREOSOTE exerts both anti-
(1 min.) septic and antitarrhal properties.

Try it as a prophylactic or remedial agent in bronchopulmonary involvements.

Dose: Adults: 4 to 10 caps. daily.

Children: 2 to 4 capsules before meals, or as required.

Original vials of 80 capsules

Morrhuel (Plain)

Capsules of 4 minims—vials of 100 caps. Dose as above.

Mfrs. Laboratoire de Pharmacologie, Inc.

92 Beekman Street
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E. FOUGERA & CO., Inc.,
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New York City

The Food for Growth



Contains
Red Bone Marrow, Marrow
Fat, Malt Extract, Eggs,
Lemon Juice and Salts of
Lime and Iron

The marked improvement in growth and development that follow the administration of Virol is due to:

Its wealth of Vitamins in their active state.

Its well balanced nature.

The ease with which it is assimilated in the most weakened and debilitated conditions of the intestinal tract.

VIROL

is a great aid to the physician in Rickets, Anaemia, Marasmus, all Wasting conditions, and for Expectant and Nursing Mothers.

Sole Agents for U. S. A.
GEO. C. COOK & CO., Inc.
59 Bank St., New York

*Write to-day for
sample and literature*

Name
Address

This Month's Free Literature

(Concluded from page 38)

in his good opinion of Chinoid as evidenced by the encomiums set forth in a booklet on the subject. Many prominent writers attest to the value of this drug, and the PARMELE PHARMACAL CO., 47 West Street, New York, will be glad to send a copy to any physician asking for it.

* * *

THE CIBA COMPANY, INC., 139 Washington Street, New York City, the American agent for the Society of Chemical Industry, Basle, Switzerland, has in preparation a number of instructive booklets relating to the different "Ciba" specialties. A feature of the "Ciba" literature will be the publication of a large number of such clinical reports from American physicians and surgeons.

In the Basle plant are to be found 120 chemists, 18 research workers and 4,450 office employees and workmen.

* * *

"Wappler Vertex Roentgen Ray Machine" is described in an eight-page circular issued by the WAPPLER ELECTRIC CO., INC., 173 East Eighty-seventh Street, New York. This sets forth in sufficient detail the machine and its various items.

* * *

"What You Should Weigh." This useful chart can be obtained without charge by merely asking the HOWE SCALE CO., Rutland, Vt. for a copy. It also shows the various types of scales used by physicians, clinics and hospitals.

* * *

Physicians interested in the health value of gelatine will do well to ask the CHARLES B. KNOX GELATINE CO., Johnstown, N. Y. for its book of formulas, setting forth the many delectable methods of preparing Knox's Gelatine.

* * *

The Collins Chronokymograph is intended for use with metabolism apparatus. It records the waves

of respirations and marks off time at intervals of one minute. A leaflet will be sent upon application to WARREN E. COLLINS, 584 Huntington Avenue, Boston, Mass.

* * *

"Foot Weakness and Correction for the Physician" is the title of a new booklet. The name is self-explanatory. As foot troubles are the basis of many bodily ills, such a book should appeal to the general practitioner. A word to the SCHOLL MFG. CO., 213 West Schiller Street, Chicago, Ill., will get him a copy.

* * *

If you alkalinize your patient he will be spared many ailments. Such procedure can be carried out with *Pluto Water*. Ask the FRENCH LICK SPRINGS HOTEL CO., French Lick, Ind., for a copy of its recent brochure on "*Pluto Water—Its Medicinal Values.*"

* * *

Physicians prescribing diets for diabetic patients will be interested in a very attractive sampler containing 9 boxes of the following Lister Diabetic products: Lister's Diabetic Flour, Lister's Low Calory Flour, Lister's Starchless Macaroni, Lister's Jelly Powder, Lister's Saccharin Tablets, Lister's Starch-Free Bran, Lister's Diabetic Soup Powder, Lister's Sugarless Candy and Lister's Sugarless Sweetener. Write LISTER BROS., Inc., 405 Lexington Ave., New York, N. Y.

Military Medical Congress

The Third International Congress of Military Medicine and Pharmacy will be held in Paris April 20-25th. Representatives of all the allied armies and medical reserve corps will be present and the scenes of battle will be revisited.

The meetings will be held at the Val-de-Grace.

The man of only one idea may travel far, but he never seems to enjoy the scenery.

A lack of secretion in the intestines is one of the principal causes of chronic constipation.

PRUNOIDS

given at night over a period of one week will increase glandular activity without exciting pronounced peristalsis and will gradually overcome this form of constipation.

Prunoids are made of Phenolphthalein (one and one-half grains in each) Cascara Sagrada, De-Emetinized Ipecac and Prunes.

* * * * *

When the heart has been weakened from prolonged overwork and strain,

CACTINA PILLETS

A Preparation of the Mexican Night Blooming Cereus

may be safely and effectively prescribed.

Thus employed Cactina gradually improves the nutrition and tone of the heart muscle, restores the cardiac rhythm and renders the heart more resistant to irritating influences. Cactina is a true cardiac tonic without cumulative effect.

Samples to Physicians Only

We will be glad to send a liberal sample of either or both of the above products to any physician returning this coupon with his R blank.

- ☐ Prunoids
- ☐ Cactina Pillets

Sultan Drug Company

St. Louis, Mo.

The Medical Credit Bureau of St. Louis

(Continued from page 12)

On the whole it has been poor. Many who understand the potentialities of the Bureau have used it with satisfaction. The majority have not co-operated. This lack of co-operation is chiefly due to ignorance of what the Bureau offers, though petty grievances growing out of unauthorized representations made by stock salesmen have contributed a share.

In the first weeks alone over ten thousand accounts were placed with the Bureau for collection. Most of the accounts were years old, some even as old as fourteen; and the majority had been in the hands of other collection agencies. Notwithstanding, many of the old and almost hopeless accounts were collected, so that some of the members received exceptional service. Other members turned in accounts with such erroneous or meager details that no service could be given to them. Occasional clerical errors added some members to the ranks of the disaffected. On the whole, members were impatient for quick results and were not able to realize that it takes time to organize such an enterprise, and that minor errors were likely to result when a great mass of work was suddenly heaped upon a small office force.

The Credit Rating Service

The argument for the maintenance of this department is the fact that persons may maintain

excellent credit as far as commercial debts are concerned yet be very derelict in discharging debts for professional services. Though considered by some to be of distinctive and great value, this feature has as a matter of fact been utilized less than either the loan department or the collection service. The Bureau now has on file the names and records of delinquency in payment to doctors of over twenty thousand persons residing in St. Louis, or the adjacent territory. The accounts are completely cross-indexed so that detailed information may be obtained at a glance. A file clerk devotes her entire time to keeping up these credit records. Information concerning about three hundred persons is added monthly. Members of the Bureau may learn in a few minutes whether or not a patient has ever had claims filed against him with the Bureau. No charge is made for this credit rating service. No other credit bureau in St. Louis is able to give a special medical credit rating service. It has cost \$1,000 to create these credit files, but the money will have been well spent if greater use is made of the service.

The Loan Department

The Bureau loans money to patients on personal notes secured by good chattel mortgages or by

(Continued on page 44)

MAGNESIUM SULPHATE TABLETS

(EPSOM SALTS)

Flavored Peppermint—Colored Pink

A standard Laxative highly flavored Peppermint and compressed into tablets each containing 10 grains

1,000	-----	\$1.00
5,000	-----	4.50
10,000	-----	8.50

CASH WITH ORDER

PARCEL POST, PREPAID

ASK FOR SAMPLE

Carr Drug Company Box 21 Muncie, Ind.

High Blood Pressure Is a Symptom, But—

it is frequently necessary to bring about an immediate reduction while seeking the cause. For this purpose

NATRICO—Pulvoids No. 373

are being constantly used by over 5,000 physicians with notable effect.

Natrico Pulvoids are based on the formula of Sir Lauder Brunton to effect Vaso-Dilation with addition of Cardiants suggested by Dr. M. C. Thrush as a result of therapeutic research and clinical demonstration.

A coupon for convenience of Interested Physicians

THE DRUG PRODUCTS CO., INC.,
164 Meadow Street, Long Island City, N. Y.

Enclosed find \$1.00 for trial order of 200 Natrico Pulvoids No. 373. It is understood that this is a special introductory price for one time only. Regular price \$0.75 per 100.

Name

Address

Prescribe

The
Marvel
Whirling
Spray
Syringe

It Always Gives Satisfaction



For Literature Address
MARVEL CO.

190 Brown St., West Haven, Conn.



(Continued from page 42)

the indorsement of two co-makers who are owners of real property and are responsible members of the community. No loans are written for less than one hundred nor more than five hundred dollars. The lendee is charged two dollars to cover the cost of investigating his circumstances and those of the co-makers. About one-fourth of all applicants have been declined loans. In all but a few exceptional cases the money loaned has been paid directly to the physician or dentist for whose account the applicant effected the loan. The loans are written for different lengths of time depending upon the amount and the paying ability of the applicant; fixed schedules are not insisted upon, and the plan of repayment is adapted to the needs of the individual case.

Interest is charged according to the Morris Plan. Loans are subject to bank discount and the repayment of part of the loan in equal installments prior to its expiration. Delinquent payments are charged interest at the rate of eight per cent. The discounting of the loan and the repayment of parts of it prior to the expiration of the whole, operate to make a loan earn from eight to ten per cent. according to the plan of repayment. This return is not in excess of the amount needed to cover bookkeeping and other overhead costs, to cover the risk involved, and to pay a return of seven per cent. on the capital involved.

Loans have been written primarily with the motive of assisting deserving persons and their professional attendants, though due prudence and the just rights of the stockholders have been kept in mind. Heretofore, the bulk of small loans, unsecured by a margin of saleable collateral, have been made under plans that often operate to net the lender twenty to thirty per cent. on his investment. Still today, a large

proportion of small loans unsecured by collateral are made under terms decidedly unfavorable or even disastrous to the borrower, though the efforts of banks and loan associations have done much to narrow the field of the loan shark.

The Bureau's loan service has decided advantage for both the patients and their professional attendants. It enables a physician, dentist, druggist, or hospital to receive the fee promptly when earned and in one lump sum; and it obviates the annoyance of keeping account of many small payments strung along a considerable period of time. Under such a plan, many a professional man could well feel constrained to somewhat mitigate his usual charge, thereby indirectly relieving the patient of all or part of the interest money charged by the Bureau.

From the view point of the patient, it offers the advantages that accrue from a consolidation of several indebtednesses. Thus a patient whose illness has necessitated the incurrment of debts for drugs, hospital care, and the services of a physician and of a surgeon, may be spared the annoyance and embarrassment of frequently taking small sums to each of several persons. By consolidating these debts into one, an expeditious and business like plan can be worked out for the amortization of the whole; payment need be made at one place only, and, the definiteness of the obligation, in the form of regularly recurring small payments, adds greatly to the likelihood that the debts will be paid in a reasonable time and not be put off until a time when the patient's paying ability may be further encroached on by later debts.

The Collection Department

This, the most active department of the Bureau, has afforded the

(Continued on page 46)

IN SUCH A CASE YOU WILL JUST TURN TO CHAPTER V.

When the time comes that one of your patients suffers an amputation somewhere above the ankle and below the knee, the greatest service you can render is advice and direction in obtaining a suitable artificial limb. In such a case your first step should be to refer to Chapter V. of your **Manual of Artificial Limbs—Marks**. If this book is not already in your library, let us send it to you.

This Coupon Will Bring It to You Free

A. A. MARKS,

696 Broadway, N. Y. C.

Please send me your Book, "Manual of Artificial Limbs," without charge. I agree to look it through carefully soon after receipt and to return it to you if I do not care to make it a part of my Medical Reference Library.

Name

Address

H. V. C. writes Q. E. D.

to the problem of how best to relieve Amenorrhoea, Menorrhagia, Metrorrhagia, Dysmenorrhoea, Colic, Rigid Os, Post Partum Pains, Uterine or Ovarian Neurosis, etc.

HAYDEN'S VIBURNUM COMPOUND

"H. V. C."

is pleasant to take, prompt in action, prolonged in results. Introduced in 1866, it has steadily grown in professional confidence and use.

The New York Pharmaceutical Co.

Bedford Springs

Bedford

Mass.

Send me sample and literature of "H. V. C."

(Continued from page 44)

main source of income. The Department has operated at a profit but the profits have not been large. Apparently, they can not be made sufficiently large to warrant (for such work alone) the maintenance of a large office in the central business, or high rent, district. Competition with commercial collection agencies and with private individuals engaged in collecting accounts (whose overhead expenses are comparatively slight) will always operate to keep the collection of medical accounts from being a really profitable undertaking if the total overhead expenses are large.

The Bureau is collecting the delinquent accounts of more than five hundred physicians and dentists, or about one-fifth of those practitioners in St. Louis. At the outstart the Bureau was overtaxed with a flood of accounts, many of them long out-lawed by the statutes, and most of them with obsolete addresses and incompletely

or incorrectly spelled names. At first, one-third of the mail sent out to debtors by the Bureau was returned as undeliverable. By diligent use of directories and much inquiring by telephone, many of the debtors were located and the accounts collected.

To handle the large number of accounts, pending the development of a staff of collectors, the Bureau at first employed exclusively the method of writing to debtors. This method on the whole proved satisfactory, but only because it was relatively inexpensive. The dunning by mail is effectual for about one-half of all accounts that are ultimately collected. The other half, generally the larger accounts, require the personal solicitation of a collector. At the present time the Bureau employs both correspondence and the solicitation of collectors. By such a combination the Bureau collects about ninety per cent. of all accounts that are reasonably up-to-date, but of older accounts, not much better than half. It is, of course, hoped that ultimately the members will learn to turn in their accounts immediately they have exhausted their best efforts to collect them.

Before the Bureau employed collectors, half of the payments on accounts in the hands of the Bureau were made directly to the doctors concerned, but since the employment of collectors, seventy per cent. of the debts have been paid through the Bureau. A payment in full is remitted to the doctor concerned within three days of its receipt. Payments on accounts are remitted bi-weekly or monthly. All employees are bonded, thus ensuring that all collections made will be accounted for by the Bureau. The collectors are specially trained to handle doctor's patients in a tactful manner.

Many members are negligent in reporting to the Bureau the re

(Concluded on page 48)

Phosphorcin

During Convalescence
from
INFLUENZA
and
PNEUMONIA

Phosphorcin increases the body resistance and renews the vitality and strength of your run down patients. By supplying phosphorus to the impaired nerve cells, it hastens convalescence.

A scientific combination of the glycerophosphates with nux and pepsin, and containing no sugar or alcohol, it may be given for a long time without gastric irritation.

Dose: 2 drams in water t. i. d.
Sample on Request.

EIMER & AMEND
Third Avenue and 18th Street, New York



Physicians tell us:

That in the case of stings or bites of insects, Listerine freely applied in full strength will mitigate pain, prevent excessive swelling and in a great measure counteract the poison effect.

Enclosed with every bottle of Listerine, there is a circular discussing in detail the many uses of this product. We believe you will be interested in giving this circular a careful reading.

LISTERINE

—the safe antiseptic

Made by

**Lambert Pharmacal
Company**

NEW YORK ST. LOUIS
TORONTO PARIS LONDON
MADRID MEXICO CITY

Also makers of Listerine Tooth
Paste, Listerine Throat Tablets
and Listerine Dermatic Soap

When hepatic secretion is suppressed, in whole or in part, the process of digestion ceases to work smoothly and after a time the sufferer seeks professional advice.

CHIONIA

A Preparation of Chionanthus
Virginica

Among the several agents recommended CHIONIA has won a position of prominence. It has been in use for so many years that practically the entire profession is acquainted with its value as an hepatic stimulant. Prepared exclusively for Physicians' Prescriptions.

* * * * *

It is a fact that the combination of the five Bromides of Potassium, Sodium, Ammonium, Calcium and Lithium presented in a pure and eligible form has decided advantages over the single salts. It is also a fact that the bromide treatment can be pressed to much greater extent through the use of

PEACOCK'S BROMIDES

than is possible with the single salts.

Each fluid drachm contains 15 grains of the purest bromides of potassium, sodium, ammonium, calcium and lithium.

We will be glad to send a liberal sample of either or both of the above products to any physician returning this coupon with his R blank.

- ☐ Chionia
☐ Peacock's Bromides

Peacock Chemical Co.
St. Louis, Mo.

(Continued from page 46)

ceipt of payments made directly to them. Two apparently sought to defraud the Bureau of fees by trying to keep the Bureau from learning that some of their accounts had been paid. Such lack of co-operation on the part of members is a source of expense and embarrassment to the Bureau, but is more damaging to the doctor concerned, as the Bureau can place the responsibility in every case.

Averaging good months with poor, the Bureau is receiving per month about three hundred accounts, totaling about three thousand dollars. Of this amount the Bureau collects about two thousand and five hundred dollars per month. The average payment is six dollars; thus over four hundred separate payments are received monthly.

The Deferred Costs of Organization

The cost of establishing the

Bureau total \$19,000 or slightly more than one-fourth of the amount of stock sold. The chief costs have been: commissions to salesmen, \$10,600; costs of incorporating, charter fee, \$350; attorney fee, \$225; cost of obtaining state permit to sell stock, \$75; advertising, \$500; stock books and seal, \$115; clerical hire on stock ledger, \$485; stationery, \$1,100; display signs furnished to members, \$200; memberships in credit associations, \$300; clerical hire in creating credit and collection files, \$1,000; installation and audits of bookkeeping system, \$300; excess of expenses over earnings during first ten months after incorporation, \$1,630; furniture, \$1,900; bonding of officers and employees, \$170; city and state taxes, \$50.

It is believed that the intangible assets in the form of organization, good will, accounts pledged for collection, and prospective advantages due to past advertising and moral support, well offset the costs of organization. A large membership and a more active co-operation on the part of the members will, however, be necessary if the Bureau is to attain the maximum effectiveness of which its possibilities give promise.

Combatting the Cults

(Concluded from page 22)

of doom is here for the doctor who is too ethical to tell the world what he can do better than some one else, or at least say that he can do something as well as the other fellow.

It never does a smile any harm to crack it, nor are wrinkles ugly if they are the tracks left by smiles.

Don't be afraid to laugh. The human face can stand a lot!

Doctor: You have acute appendicitis.

Fair Patient: Oh, doctor—don't flatter me.—*L. A. Times.*

Prescribe

IODOTONE

For Respiratory Ailments

IODOTONE is a glycerole of Hydrogen Iodide, each dram containing one grain of Iodine. Combined with Codeine (1 gr. to the oz.), it promptly relieves respiratory distress.

It stimulates the mucous membranes, and with the demulcent action of glycerine, loosens the morbid products, enabling the patient to expectorate; the air passages are opened and respiration becomes normal. In Bronchitis, Pneumonia and other respiratory diseases gratifying results are obtained.

Dose: 1 to 2 drams every 4 hours.

EIMER & AMEND

207 Third Ave.,

New York

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